RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

October 18, 1996

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

DECEMBER DORAL B2G1F / PROMOTION #601794

Dear Page:

DORAL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #515990) pack your December *Partners* display shipment to participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Kg	12300-22268	1
Light 100	12300-22264	1

Product / Premium Arrival:	November 18, 1996
Ship Date to Retail:	Week of: November 25, 1996
SKU CUBE :	1.0400
SKU WT (w/o Product):	4.0000 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$86.17
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/krym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$14.00 (1/2 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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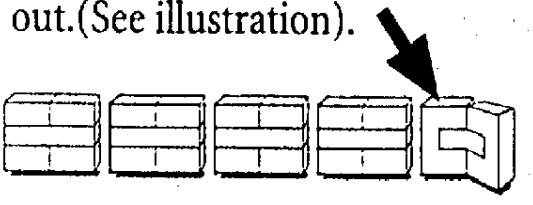
Source: https://www.industrydocuments.ucsf.edu/docs/krym0000

WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS –4TH QTR. '96

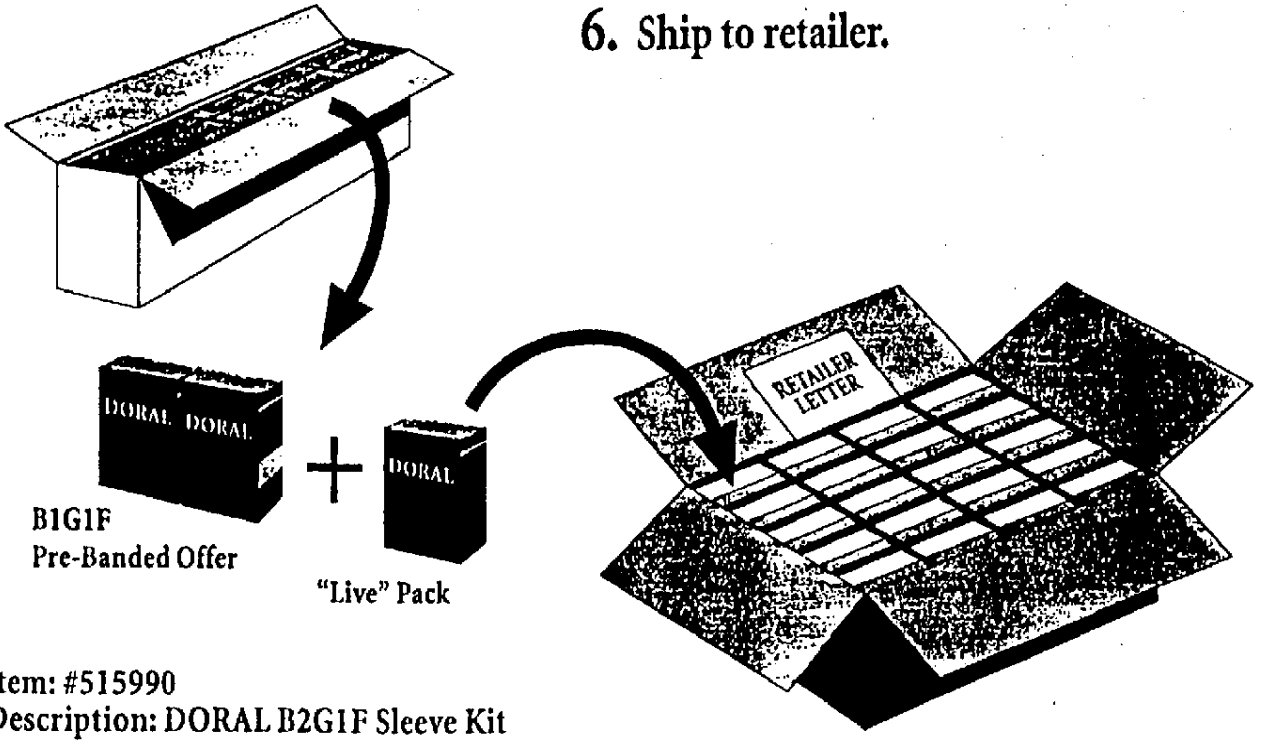
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style	ff Kg	Lt 100				
Number of Cartons	2	2				

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WHOLESALER: 044880 A. D. BEDELL CO.

INSTRUCTIONS: DECEMBER PROMOTION: DORAL B2G1F
BRAND STYLES: PF / PF 100 / LT / LT 100
SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT LISTED

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	398191	1626 06	PARK & SHOP #950	1318 W STATE ST	OLEAN	NY	1884-00-00	A 00	122
	398393	1626 06	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY		A 12	115
	764502	1626 06	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY		A 24	102
	357342	1626 07	THE HUB	501 W MAIN ST	SMETHPORT	PA		A 24	422
941856	566942	1626 07	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA		A 12	98
	714927	1626 07	CARTERS CONVENIENCE	304 PENN AVENUE EAST	WARREN	PA		A 24	571
	389365	1730 08	AVS, INC.	9060 MAIN ST	MC KEAN	PA		A 24	208
	399049	1730 08	THOMAS MKT	100 S MAIN ST	UNION CITY	PA		A 24	147
933978	561005	1730 08	JIM'S NEWS	860 WATER ST.	MEADVILLE	PA		A 00	18
	626433	1730 08	TITUSVILLE NEWS	401 W. CENTRAL AVE	TITUSVILLE	PA		A 24	221
	700102	1730 08	MAIN STREET FOODS	128 S MAIN ST	PLEASANTVILLE	PA		A 12	106

Total Accounts 11

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 12/09/96

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15335252
DATE WRITTEN: 12/09/96
STATUS: PAID
AMOUNT PAID: 14.00

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	0.50	14.00

EXPLANATION: DEC DORAL B2G1F 601794 / CAA

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